

IN THE CLAIMS

Claims 1-15 (canceled)

16. (new) A method for delivering an advertisement using a network, comprising:

correlating an advertisement object with an object in content;

in response to a request for the content, providing to a user the content including the object with the advertisement object; and

displaying the object in the content with the correlated advertisement object in synchronism as one scene of the content.

17. (new) The method according to claim 16, wherein the advertisement object is selected by an auction.

18. (new) The method according to claim 16, wherein the advertisement object is designated by a winning bidder in an auction.

19. (new) The method according to claim 16, wherein the advertisement object is displayed as superimposed in the one scene of the content.

20. (new) The method according to claim 16, wherein the object in the content and the correlated advertisement object are delivered separately in separate data streams to the user.

21. (new) The method according to claim 16, wherein the advertisement object is directly inserted into the content.

22. (new) A system for delivering an advertisement using a network, comprising:

an advertisement unit for correlating an advertisement object with an object in content; and

a delivery unit for providing to a user, in response to a request for the content, the content including the object with the advertisement object, and providing for display of the object in the content with the correlated advertisement object in synchronism as one scene of the content.

23. (new) The system according to claim 22, wherein the advertisement object is selected by an auction.

24. (new) The system according to claim 22, wherein the advertisement object is designated by a winning bidder in an auction.

25. (new) The system according to claim 22, wherein the advertisement object is displayed as superimposed in the one scene of the content.

26. (new) The system according to claim 22, wherein the object in the content and the correlated advertisement object are delivered separately in separate data streams to the user.

27. (new) The system according to claim 22, wherein the advertisement object is directly inserted into the content.